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# STORY OF THE SALMON TINT



COMPLIMENTS OF THE ROCKY FORD CANTALOUP SEED BREEDERS ASSOCIATION

PRICE LIST FOR 1915-1916

## The Start of a Melon Field Seed Planted and Water Applied



The Rocky Ford
Cantaloup Seed Breeders'

Association
Incorporated 1909

Rocky Ford, Colorado

### Story of the Salmon Tint

#### A HISTORY OF THE DEVELOPMENT OF SYSTEMATIC SEED BREEDING



We are equipped to save seed in good shape—Fifty-four men at work hand-cutting and washing seed during our busy season in seed cutting time. A load of 5,000 pounds of Salmon-tint Pollock No. 25.

Quality and prompt service for the sixth season

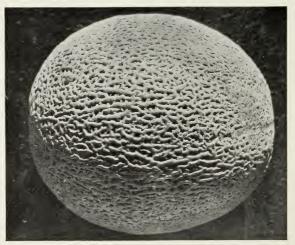
Published by

The Rocky Ford Cantaloup Seed Breeders'
Association
Rocky Ford, Colorado





An average pile of Rust-Resistant Pollock No. 25, as they were piled to cut for seed.



Our Pollock No. 25. The Acme of Perfection, Rust-Resistant Pollocks.



### The Story of Our Salmon Tint Pollock

Every variety of fruit or vegetable that has ever become popular on the markets because of superior qualities has recorded somewhere in the pages of its history an interesting account of how it came to be developed and attain its high standard of excellence; some one, some time, has caught the idea of crop improvement by seed selection and has put it into successful practice.

Whenever we find desirable variations in different plants of the same strain that have been grown under the same conditions, it is an evidence that there are possibilities of improving that crop. To the close observer it is evident that there are great opportunities of improving most of our farm and garden crops to higher standards of quality and more profitable production through systematic seed selection. In some cases it may require a number of years to accomplish the desired results, but if the right selections are made in the proper way wonderful progress may be made within a very few years.

The steps of progress in plant breeding and seed selection are often show and obscure, but the story of how achievements were attained is facinating to any one interested in improved crop production; for if we know how results have been secured, it gives us more confidence in the value and stability of the traits and qualities that may have been developed in a strain of seed.

The story of our Salmon Tint Pollock No. 25, is one of gradual development rather than of spectacular improvement, such as we often find ascribed to some new and rare or novel seed introduction; our story has nothing of the miraculous or fictitious in it, but simply a record of facts as they occurred.

It is now nearly twenty years since the fragrant odor of the Rocky Ford cantaloup first permeated the eastern markets. Up to that time cantaloups and muskmelons could be found on the markets in baskets and barrels and boxes of every description; a uniform package at that time had not been thought of, in fact the irregular size and form of the cantaloups of that day would scarcely have permitted the use of our present day standard crate, for the melons ranged in size from the Jenny Linds to the early Hackensacks, in fact, the development of the cantaloup industry was made possible by the introduction of the small Netted Gen type of cantaloups, for it has proven to be the most suitable for handling in long distance shipments. The adoption of the standard sized packing crate soon followed, and this may be said to have caused the first steps in cantaloup seed selection to be taken; it became a question of developing a better strain of cantaloups that would crate well, or else the losing of a large portion of the crop in the "cull pile," for such was the destiny of all cantaloups that were off size to crate, or otherwise imperfect as to quality. It was not uncommon for a grower to lose a third to one-half of his crop in the "cull pile," and the problem of mixed strains of seed was responsible for many bitter experiences in the early days of cantaloup growing at Rocky Ford. In some instances whole fields were grown that could not be marketed because they could not be crated and marketed as "Rocky Fords."

Necessarily such a condition would stimulate a keen interest in the question of seed selection. A number of growers began to select and save





A hill of Rust-Resistant Pollock No. 25. A valuable trait in all of our Pollock strains.



A hill of Non-Resistant plants. A common cause of poor flavor.



seed of their own growing, so that in a very few years there were several distinct strains of Rocky Ford cantaloup seed; some of decided merit in some points and others that were superior in other lines. Each grower naturally was partial to his own strain of seed, so there came to be keen rivalry among the growers as to who had the best strain of cantaloup seed.

There were heated arguments as to what constituted a perfect Rocky Ford cantaloup. Some would contend for a cantaloup with a clear cut sector in the netting, while others preferred a close, solid netting over the whole cantaloup—some desired a green colored flesh, others the salmon tint, and still others who had other points in view, but nearly every one agreed that an early cantaloup was desired above almost everything else, in order to secure the high prices which usually prevail at the beginning of the season.

With all the general interest about good seed, there was little evidence of any systematic method of selection employed, that would develop and combine in one strain of seed the essentially good traits found in the differenstrains which would insure more uniform and dependable prices on the markets.

Mr. J. P. Pollock was one of the valuable pioneers in cantaloup seed selection at Rocky Ford. In Colorado Experiment Station Bulletin No. 104 is published his letter relating his experience of growing a field of cantaloups in 1895, from seed for which he paid \$3.00 per pound, supposing it to be extra fine Netted Gem seed, but which proved to be a large salmon fleshed muskmelon, too large to crate, and with only a few true Netted Gems scattered through it, so he could not market more than 10% of his entire crop. However, he saved seed from some of the best netted gem types in the field, hoping to get some seed that he could depend on. This seed that he selected was the beginning of the future famous Pollock strain of cantaloups.

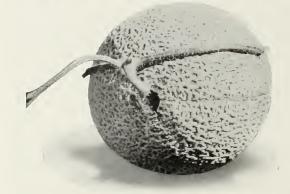
For eight or nine years Mr. Pollock faithfully followed a line of selection for a close, heavy netting which was associated with a thick, firm flesh, these qualities having attracted his attention. He relates that he had some difficulty in getting his stock small enough to crate well, but each season when he saw the shortcomings of other strains that his neighbors had, and, in fact, that he was realizing some progress he stayed with his own selections of seed.

In 1904 the Colorado Experiment Station began an investigation on cantaloup seed breeding, and in a series of comparative tests it was fully demonstrated that the Pollock strain of cantaloup possessed marked disease resistant quality over all other strains of Rocky Ford cantaloups. This was evidently due to one or two causes, either a cross-pollination from the large muskmelon that was planted in Mr. Pollock's original field, which is evidenced by the varigated color of the fiesh that is usually found in the Pollock strain, for there is quite a variation in the color of the flesh in a genuine Pollock, some specimens being green fleshed, others with salmon colored flesh and still others with varigated tints of green and salmon colors blended.

Evidently Mr. Pollock must have started with a hybrid in his first selection and the disease-resistant feature may be due to that fact, or it may have been due to his persistant selecting for his ideal in the midst of "rusted" vines which he says he followed for six to eight years. He claims no intentional selection for disease-resistance, but beyond a doubt he must have unwittingly developed a disease-resistant strain of a very desirable type, which has proven to be more resistant to the melon fungus than any other strain known today.

The Pollock strain of seed was a great boon to the cantaloup industry, though it was not appreciated for several years, for in the clamor for an early cantaloup it was criticized as being too late to be a practical money maker, yet after the melon fungus had repeatedly swept the fields of early cantaloups and demoralized the markets with worthless quality, and the Pollock strain succeeding in spite of conditions, it began to attract some attention.





The way a cantaloup should "slip" when picked. One of the strongest points in the Rust-Resistant Pollock No. 25 is the fact that you can PICK IT ON THE "SLIP" and have it arrive on the market firm and in ideal quality, FIT TO EAT, making it unnecessary to pick green cantaloups to have them ship well.



The two forms of pack—the "45" Standard, and "36" Standard. One of the strong points of our Pollock strains is the uniformity of size and netting, to crate well.



Mr. Pollock retired from cantaloup growing in 1903, and his stock of seed passed into other hands. One firm renamed it the "Eden Gem," another called it the "Netted Rock," and it was commonly known as the "Rust-Resisting Pollock."

When cantaloup growing began to develop in California and other states, through the use of Colorado grown seed, thousands of pounds of seed were supplied from Rocky Ford to seedsmen and dealers who were supposed to have a Government contract. A large part of the seed was purchased at a low price, and the bulk of the seed was cut from cull piles or saved from the fields after harvest without regard to any attempt at selection, but simply to answer the call of the seed jobbers and to profit by the immediate sale of the seed without thought of responsibility or future results of the practice.

In a few years another call began to be heard and this time it was for reliable cantaloup seed with a result-producing quality back of it. This call came from many quarters, including not only growers, but bankers, agricultural college and experimental station men and industrial commissioners of railroad and express companies. And it was in answer to this general demand for pedigreed cantaloup seed, that The Rocky Ford Cantaloup Seed Breeders' Association was organized, that a dependable cantaloup seed growing industry migh the established on the basis of systematic seed selection, which is, in short, the selection of individual plants showing desirable variations and then planting seed from these saved separately, in individual plats all under uniform conditions to test out their ability to reproduce the desired traits and then finally propagating the best for seed exclusively.

At first the efforts toward systematic selection were ridiculed as impractical by some of the cheap seed venders; the breeding nursery of individual plats marked off with white stakes was termed "the graveyard," but which in irony has proved true, for out of plat No. 25 from "the graveyard" of 1909, has developed our Salmon-tint Pollock strain of seed which has sent to the graveyard many discarded varieties or strains of Rocky Ford cantaloup seed —SYSTEMATIC SEED SELECTION HAS ACCOMPLISHED THE RESULTS.

The Rocky Ford Cantaloup Seed Breeders' Association started in 1909 with a large number of choice cantaloups selected from the best strains in use at that time—the seed of each selection was planted in a separate plat. Some of these selections proved entirely worthless, others produced good average cantaloups, while a few plats produced cantaloups of very decidedly superior qualities. There was a striking similarity in the plants that were produced from the same individual cantaloup, and this has been the basis of our method of selection and the secret of our success in establishing uniform-tty in qualities.

Our Salmon-tint Pollock No. 25, developed from a single cantaloup, one of a number of select specimens of a genuine Pollock strain that we tested out. The point that attracted us to this plat was the very exceptional uniformity of the size and netting combined with its attractive color and fine grained, firm flesh, which we found produced in all the plants of this plat. We decided to make an entry from this plat, for the best crate of cantaloups exhibited at the Arkansas Valley Fair at Rocky Ford that fall, for which a premium of five dollars was offered and which made competition keen; over a dozen crates were entered; we had only twenty-five hills from which to secure our crate of forty-five melons, but we won second place, and only lost first by a fractional point on account of two green cantaloups which we were compelled to use to fill out our crate. Although we lost the honor of first place, the prize, and the blue ribbon, in our own minds we had won the sweepstakes, for the conviction grew, that if a strain of cantaloups could produce a prize winning crate from twenty-five hills, in competition with a dozen crates selected from large fields, we certainly had a prize that we could well be proud of.





A Slice of "Salmon-tint" and "Golden Pollock."

# RF.CS.B.D.



"Hatching" a Hill of Salmon-tints.



We kept our own counsel and proceeded to propagate the seed for sale and at the same time continued making the strictest selection of the best specimens and submitting them each year to a preference record test; it seems as if we had developed this strain to as near perfection as we could reasonably expect, yet we propose to continue our same line of selection in order to maintain the high standard we have so successfully established.

Our Salmon-tint Pollock No. 25 has made good wherever it has been planted, it has repeatedly won first place in fairs and expositions; it was seed procured from us that produced the popular "Mission Bell" brand that made such a hit on the markets the past season.

So many seem to think that the flesh color of this strain is its distinctive feature, possibly on account of the name we have given it, but we wish to impress on the cantaloup growers and others, that we consider the keeping quality of this melon its most valuable point, since it insures a better melon on the markets, but after all it really is the wonderful combination of good traits that are blended together, that makes it the best strain that we know. In fact, we do not know of any strain of seed that has had the systematic selection to combine all the good points that are found in our Rust-Resistant Pollock No. 25, which we have separated into two strains on color lines of the flesh.

The following points are actually combined with remarkable uniformity in our Rust-Resistant Pollock No. 25 strains:

- 1. Disease resistance of the vine, which insures prolific production and fully matured qualities.
- 2. Uniformity of size, form, and heavy netting, which is essential to crate well, ship well, and look well on the market.
- 3. A thick, firm flesh and fine texture, which are the points for good keeping qualities.
- 4. An attractive, deep green or salmon-tinted flesh, which captivates the eye, and tempts the palate of the consumer.
- 5. A rich, sweet, and spicy flavor, which invariably satisfies the customer, which is the ultimate test of success in marketing cantaloups.



# Our Strains of Rocky Ford Cantaloups

### Our Green-Meat and Salmon-Tint

We have treated so fully and illustrated so profusely the merits of our Rust-Resistant Pollock No. 25, that there remains little to be said, unless it be to make more clear the point of its color variations. Some seem to have the idea that our Salmon-tint strain should show a solid salmon color like the Osage type of cantaloups which is not the case, but rather it varigated. We have used the term "tint" because the flesh color was not uniform. The Pollock strain of cantaloups has always shown this tendency and we have always stated it in our descriptions. In some specimens the salmon coloring will be in a clear cut zone around the seed cavity with a green layer near the rind, in others the green and salmon colors will be mottled or blended together, and still in others the colors will be in very liregular patches, possibly the green on one side and the salmon color on the other. In some cases the whole flesh will be a solid salmon color, and others that are all green in color.

Our system of individual plant breeding has enabled us to separate our Pollock seed into two strains; one, where the salmon tint predominates; and the other, where the green colored flesh is dominant.

We wish to be frank, and say that it may be possible to find a small per cent of salmon tint in our green fleshed Pollock, and possibly a few green fleshed cantaloups among our salmon tint strain, but we are making a strict separation of the two strains in all of our seed selections and each year flesh colors are more uniform in each strain.

These two strains are from the same stock originally and are identical except in the color of the flesh, and a possible slight difference in earliness in favor of the green fleshed strain.

Some markets seem to prefer a green fleshed cantaloupe, but there is a growing preference for the salmon-colored meat in cantaloups owing to the more showy appearance.

#### A LIMITED SUPPLY OF SALMON-TINT.

Owing to a severe hail storm in the early summer our seed crop was thrown late and our supply of seed will consequently be cut short. We have decided not to change our prices, but we advise our customers who desire the salmon-tint strain to order early, as we will be compelled to return orders after our supply of that seed is exhausted. We doubtless will have plenty of our green-meat No. 25, which is as equally a good strain where the trade does not call for a salmon-tint flesh. If you desire to avoid delays you might state in your order if you would accept the green-meat as a substitute for the salmon-tint if the latter supply is exhausted when we receive your order.





Golden Pollock and Salmon-tint Pollock, the two best strains.



The four most popular strains of Cucumbers.



#### The New Golden Pollock

In last season's booklet we called attention to a new cantaloup that we are developing—a hybrid between the Salmon-tint Pollock and some other strain, which doubtless occurred through the agency of bees. We had thought of calling this new strain the Golden Gem, but on reflection we have decide to name this new strain our "GOLDEN POLLOCK," as it has the rustresistant feature, the same heavy, close netting, and the firm fine flesh of the Pollock.

We found this cantaloup in one of our individual plats in 1913. It has revealed the typical characters of a hybrid. The first season every melon cut in the plat had a deep orange or golden colored flesh from rind to seed cavity. Selections from this plat planted in 1914, produced about twenty-five per cent green fleshed specimens. The past season we had about an acre of individual plats grown from cantaloups that had all cut with the deep golden colored flesh. About ten per cent is cutting green meat this year.

We had a hail storm that destroyed a large portion of our stand of this strain, and had to replant, and then had two subsequent hail storms, yet we were surprised to see how well this strain developed as late as the season was. It is prolific, the vines are vigorous, disease-resistant and the cantaloups are very attractive in appearance. We have reproduced a photo of two half bushels, of this new strain and our Salmon-tint Pollock, which shows the striking similarity from external appearance, yet the inside is entirely different. The new cantaloup is very thick meated, deep golden color without any green tint, and the flavor is very sweet and spicy. We believe, if anything, it will have better carrying qualities. We feel confident that this new cantaloup will entirely supplant the Burrell Gem and cantaloups of that type, as it is better netted and finer quality and is not inclined to crack open, when ripe.

We have cut all the good seed of this strain throwing out all green meat and otherwise undesirable specimens, and we have selected the very best specimens for our stock seed for planting, and the remainder of the seed we would like to see tested out in different parts of the country among our customers. We have decided to offer a very limited amount of this NEW GOLDEN POLLOCK strain to the first of our customers who desire to test it, and next year we hope to be able to supply seed grown from the very cream of this year's selection. We will limit the amount to one-half a pound to any one customer this season.

#### The Early Watters Strain

There are localities where the early cantaloup is very profitable and there is a demand for an early maturing cantaloup; our Early Watters meets that demand; this strain holds the best records of high returns, on account of its very prolific yields of extra early cantaloups. In appearance it is similar to the Pollock type; it has the green colored flesh, and the same general flavor. We have bred it as carefully, but the special point in the selection has been prolific, early maturity. The strain germinates very strong, vigorous plants, the fruit sets early, and the crop matures in a very short time, yet is extremely prolific, often making yields of two hundred and fifty crates per acre. At Rocky Ford it begins to ripen about Aug. 1, and is fully a week earlier than the Pollock strains. We would recommend it where the tendency to fungus troubles is not too marked, and for a small portion of a grower's plantings it will doubtless pay in many locations.



#### Early Rust-Resistant, Hybrid No. 2

Several years ago we succeeded in getting a cross of the Rust-Resistant Pollock and the Early Watters; this we have named our Hybrid No. 2. It combines the two characteristics of early maturity and disease resistance. This strain has a remarkable vigor of growth, until it has set and developed a large set of fruit, and then the growth seems to stop—that is the new shoots, the vines seeming to throw all the force into the development of the fruit. This trait seems to make it desirable in one point, as it has not been so seriously attacked by the melon aphis as the strains that have plenty of young succulent shoots.

This strain has now been grown five seasons for market.

We consider this Hybrid  $\stackrel{\frown}{No}$ . 2 the best early strain by all odds. It is as early as the Watters, and almost as disease-enduring as the Pollock strains; it is very prolific, and especially so in producing a heavy yield of the first early sets.

The flesh of this strain is green, the netting exceptionally good, the cantaloups are rather inclined to be longer in form than our other strains, and are not quite as regular in size, yet its many good qualities make it the most desirable cantaloup to plant for early maturity; in our estimation, a very good mate for our Salmon-tint Pollock No. 25, where an early and late strain are both desired.

#### Triple Hybrid No. 3

We have succeeded in blending the good qualities of three varieties into one strain which has been grown for five seasons, and we feel confident that it has great merit; the melon has an exceedingly heavy, close netting, and thick flesh, of a salmon tint at the center, with a deep zone of emerald near the rind. This cantaloup runs rather large at present, but on account of its exceptionally attractive appearance, we believe it would be valuable to market gardeners, especially for local trade. It has had a test in the different districts, and we are anxious to place it in the hands of a large number of market gardeners.

#### Pink Meats

We have often had orders for the "Ordway Pink Meat," locally known as "Burrell's Gem," also "The Hoodoo" strain. We have secured a stock of the seed of these strains that have had a number of years of careful selection, and we list among our varieties some choice seed of these strains, all of our own growing.

#### A Word About What to Expect From Our Cantaloup Seed

We do not intend to convey the impression that every cantaloup produced from our seed will be perfect, as climatic conditions, soil, and cultural care will materially alter the results from the same seed in different seasons. Where seed is taken into entirely different conditions from which it has been grown it often shows very widely different traits. We have seen the size, color of the flesh and the appearance of the netting change in different seasons purely the results of conditions of growth.

We cannot guarantee that there may not appear a few plants in a large field that seem to be off type, as these occur in the best bred seed and may be



due to "sporting" or "breeding back," or a chance cross-pollination from bees or other insects which is unavoidable. We are using the utmost care, and our system of selecting our stock seed from the progeny of individual cantaloups almost eliminates the chance of any serious mixtures. We would not consider it hardly possible for more than one-tenth of one per cent of the plants in a field to show mixture, and if the plant in question is not a volunteer from seed left in the ground from the year before, the mixture should not be serious.

Any complaints on germination must be made before the seed is planted, and based on a competent seed test, for we can not guarantee the conditions for field germination, and any complaints about our seed must be made by the grower who actually grows the crop. We will not guarantee the seed after the seal is broken and it has passed through several hands, where there is a possibility of mixture from mistake or by meddlesome parties.

A complaint should be made before the crop is all harvested, and must set forth by affidavit the following points:

First, that the seed was received with the seal unbroken, by the grower. Second, that no other seed was used in planting or replanting the field. Third, that the seed was planted on land that was not in cantaloups the year before.

Fourth, what the nature of the complaint is, and what extent in terms of per cent of plants affected by actual count.

#### About Our Prices and Ordering Seed

In order to save good seed we have to miss the opportunity of selling our cantaloup crop in August and September at prices sometimes better than we receive for the seed after waiting until the following spring. We have, therefore, based our prices of seed on the average returns for cantaloups for a term of years which is about ninety-cents per crate for a ten years average. It requires about a crate of cantaloups to produce a pound of seed, if you cut all of them, which you can not do if you save good seed, to say nothing of selecting and breeding in different plats; hence, our prices are reasonable and consistent for the quality we furnish.

The average cantaloup grower does not save his own seed, as he is too busy with his crop when marketing time comes, much less will he save good seed for market.

Our efforts to establish a dependable source for reliable cantaloup seed seem to be appreciated from the ever increasing trade we are receiving.

Most of our customers have been prompt and business like in their dealings, but a few slow and uncollected accounts can easily discount the profits in saving high grade seed, therefore we must insist on a strict business policy in sending out our seed.

WE WILL ONLY FILL ORDERS THAT ARE ACCOMPANIED WITH REMITTANCE, or with some provision for the same; we will send seed C. O. D. when ten per cent of the order is advanced, or we will book orders ahead, for any of our customers who may not be ready to pay for his seed until he needs it.

We are sometimes asked to make lower prices to meet the quotations on other seed. This we will not attempt to do, for the reason we can not meet the price of common seed with high bred seed. Our seed is all cut from the best cantaloups that have been selected and bred for definite traits of



intrinsic value and such seed can not be compared with ordinary unselected seed, which may look just as good and may produce fairly well in some points, but which can not measure up with our high grade seed; therefore it is useless to request us to lower our price.

For several years we have repeatedly received inquiries and orders for cucumber and watermelon seed, and we have decided to select and grow seed of the leading varieties of these two crops, and we offer in our list of seed and prices some of the most popular varieties of these seed grown from the best stock of seed that we could procure. It is our intention to follow up a similar line of selection for cucumber and watermelon seed as we have employed with our cantaloup seed.

In cutting our cucumbers and watermelons we have not tried to save seed from every specimen that grew in the fields as is usually done by farmers growing these seed under contract at eighteen to twenty cents per pound. We have discarded all undeveloped, poorly formed specimens, and we have used the same method of washing and drying our cucumber and watermelon seeds as we have used in saving our cantaloup seed. To prevent the injury that often occurs when these seed are saved in the usual manner, which is running the seed from the thrashers into earth pits, and then leaving the seed to sour three to four weeks, which often discolors the seed, requiring it to be bleached and sometimes lowering the germination.

At present we are only listing the standard varieties and we will not attempt any special description of traits and qualities. Our prices are as low as is consistent with the quality that we are endeavoring to furnish.

#### VARIETIES AND PRICES OF SEED.

#### CANTALOUP SEED.

We offer the following strains of seed,  $\ensuremath{\textbf{prepaid}}$  to any part of the United States:

Rust-Resistant Pollock, green flesh, No. 25	15 cents per oz.; \$1.50 per lb.
Rust-Resistant Pollock, salmon-tint, No. 25	15 cents per oz.; \$1.50 per lb.
Our New Golden Pollock, orange colored flesh2	25 cents per oz.; limited to 8 ozs.
Early Watters, green fleshed	15 cents per oz.; \$1.50 per lb.
Early Rust-Resistant Hybrid No. 2	15 cents per oz.; \$1.50 per lb.
Triple Hybrid No. 3	15 cents per oz.; \$1.50 per lb.
Ordway Pink Meat, or Burrell Gem	15 cents per oz.; \$1.50 per lb.
Hoodoo	15 cents per oz.; \$1.50 per lb.

#### WATERMELON SEED.

Tom Watson	
Kleckley's Sweet	

#### CUCUMBER SEED.

Davis Perfect	10 cents per oz.; \$1.00 per 1b.
Improved White Spine	10 cents per oz.; \$1.00 per lb.
Early Klondike	
Earliest of All	10 cents per oz.; \$1.00 per lb.

Owing to the existence of several cantaloup growers' associations being organized here at Rocky Ford, mail intended for the Cantaloup Seed Breeders' Association should be addressed to James B. Ryan, Secretary, Rocky Ford. Colorado. to avoid delays.

### The Rocky Ford Cantaloup Seed Breeders' Association

Rocky Ford, Colorado

Incorporated 1909

PHILO K. BLINN, President CLEM V. RYAN, Treasurer JAMES B. RYAN, Secretary THE FRANKLIN PRESS-PUEBLO